2019 Product Line Up

January 2019

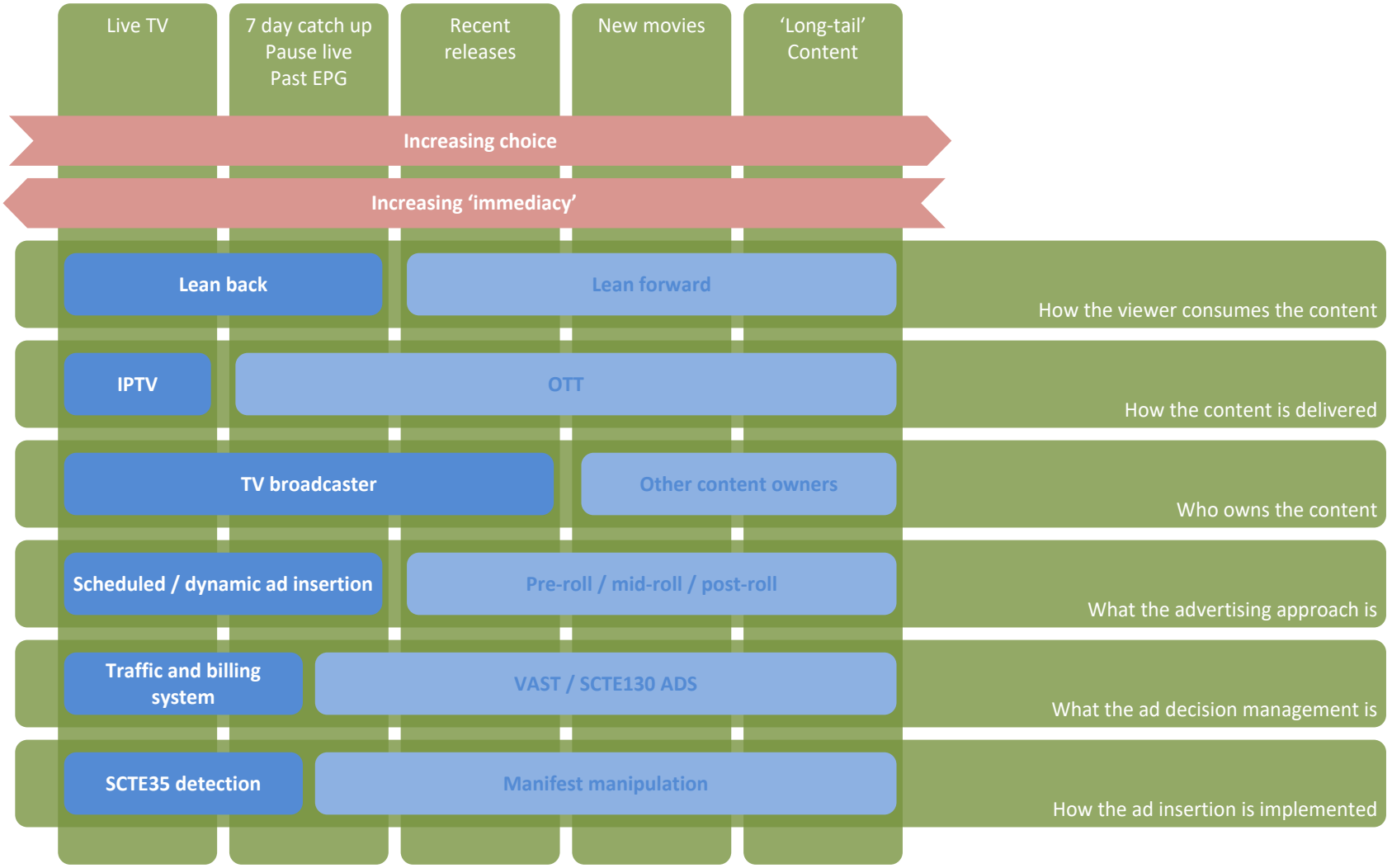
about Culloma

- Software and IPR company
- Video recognition, replacement and monitoring software for broadcast and over-the-top (OTT) TV
- Coherent platforms for creation of ad placement opportunities and seamless ad placement in both traditional and OTT TV advertising
- Support for dynamic (VAST) and scheduled (CCMS) ad placement
- Open software platform – PC server and cloud-based
- Multi-language support (English, Chinese)

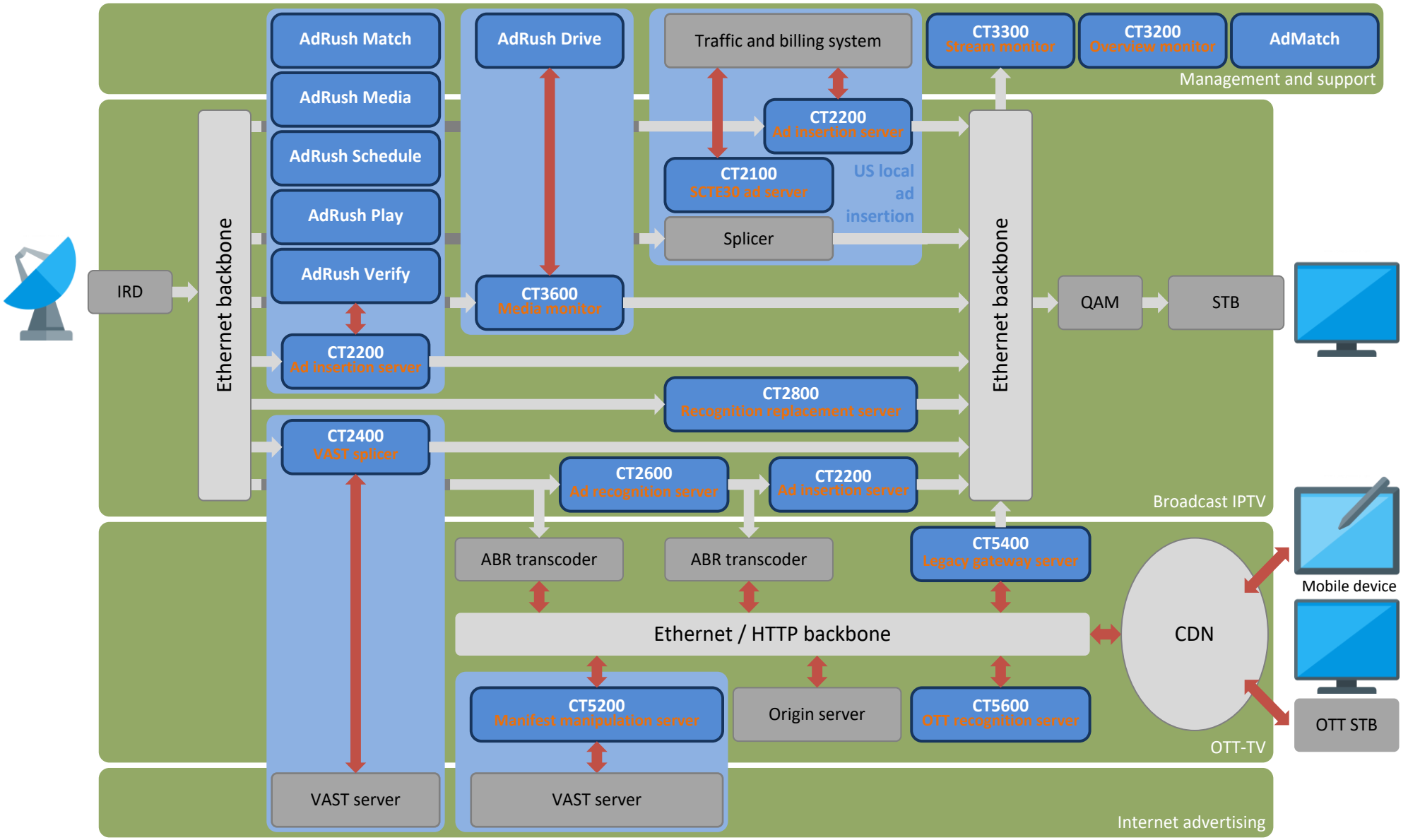
Reading Enterprise Centre, University of Reading, UK

- Live customers in US, Canada, Asia, Latin America
- New trials planned in Taiwan, Australia, Malaysia (TBA)

content and advertising delivery



product map



IPTV product list

- CT2200
  - IPTV local ad insertion server
  - SCTE35 detection
  - CCMS scheduling and verification
- CT2400
  - IPTV local ad insertion server
  - SCTE35 detection
  - VAST 2 / VAST 3 support
- CT2600
  - IPTV ad recognition server
  - SCTE35 generation
  - CSV asrun reporting
- CT2800
  - Content recognition and replacement server
  - Merges features of CT2200 and CT2600
  - OTT gateway (HLS and MPEG-DASH (TBD.))
- CT3200
  - Overview monitor
  - Web-based
  - Display auto-scales for wide range of displays
- CT3300
  - Transport streams monitor
  - Timed capture of IPTV transport streams
  - Supports up to 128 channels simultaneously
- CT3600
  - AdRush Drive support server
  - SCTE35 insertion
  - User defined triggers
  - AI supported commercial break recognition
- AdMatch
  - Transcodes ad files to match channel stream sample

Over-the-top (OTT) TV product list

- CT5200
  - OTT manifest manipulation server
  - HLS support. (MPEG-DASH TBD.)
  - VAST 2 / VAST 3 support
- CT5400
  - OTT legacy gateway server
  - Receives streams from OTT network
  - Sends to traditional IPTV network
- CT5600
  - OTT content recognition server

AdRush overview

AdRush is a range of low-cost, web-based software tools that support the recognition, replacement and monetization of advertising in live or near-live IPTV and OTT-TV networks.

AdRush Match transcodes ad spots from a variety of different video formats into the format of the TV channel therefore minimizing the risk of poor video quality seen by the viewer. Automatic sampling of the TV channel signal itself ensures best possible matching and minimum configuration.

AdRush Media organizes the ad content according to customer and ad campaign to simplify the scheduling process and streamline verification and billing.

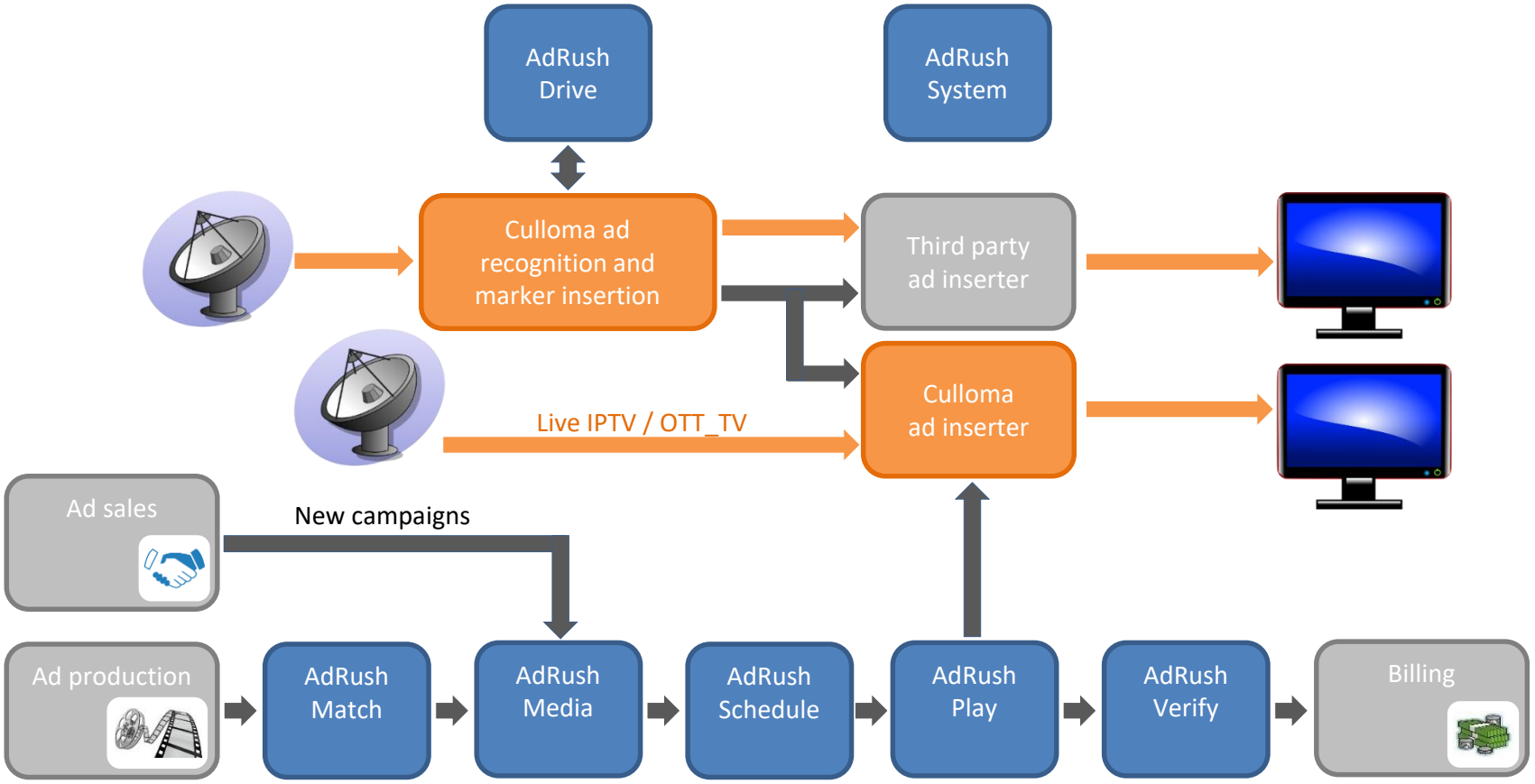
AdRush Schedule manages the scheduling of the ad campaigns and spots. Schedules are organized into days, windows and breaks to ensure ads are played at the right times of the day and on the right days of the week. An entire day's schedule can be copied to another day with just one click.

AdRush Play allows a user to splice commercial breaks into a live TV streams with a single click. Real-time schedule and playout display ensures easy control of the process which can be stopped if necessary with a single click.

AdRush Verify collects all the verification or 'asrun' information and organizes it according to customer, campaign, date and time, TV channel and ad spot; and saves it to a single file for easy import into Excel or other spreadsheets or accounting systems.

AdRush Drive allows a user to mark rapidly and accurately the start and end points of a commercial break in a live stream. Culloma's video recognition software helps identify the exact video frame when a commercial starts or finishes; and can generate SCTE35 or other cues to trigger ad insertion. Tight integration with touch-screen monitors allow the user to 'touch-the-break' and mark the commercial breaks using simple gestures. Machine learning allows AdRush Drive to learn over time the ads and scheduling patterns of each TV channel and predict more accurately when the next commercial break is likely to occur.

AdRush ad recognition and replacement ecosystem



AdRush Drive

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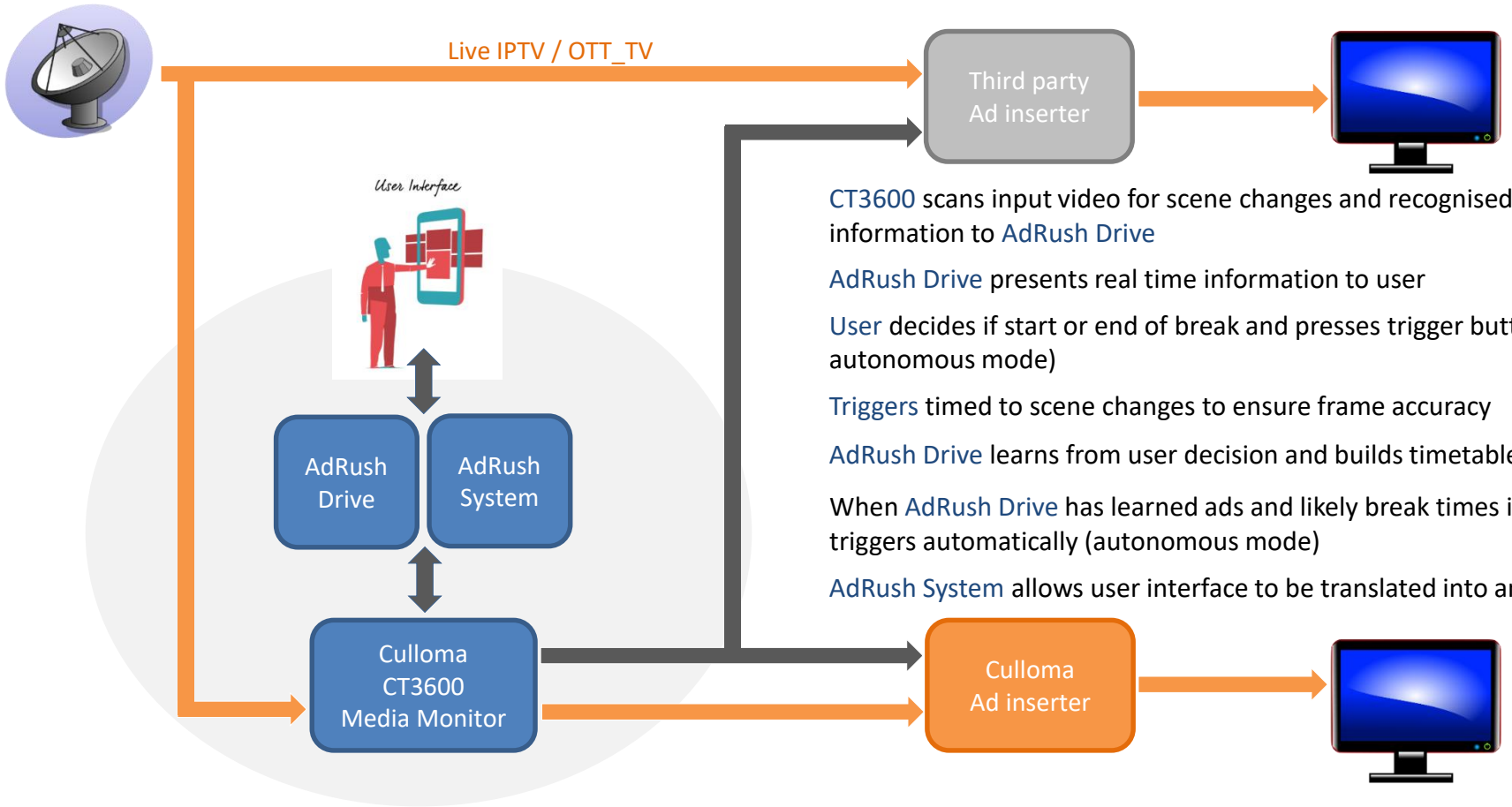
Tight integration with touch-screen monitors allow the user to 'touch-the-break' and mark the commercial breaks using simple gestures.

Semi-autonomous mode allows AdRush Drive to learn over time the ads and scheduling patterns of each TV channel and predict more accurately when the next commercial break is likely to occur.

Autonomous mode allows the system to use the knowledge built up of each TV channel then generate **out of network** and **return to network** triggers automatically. The user can still override AdRush Drive when in autonomous mode.

AdRush Drive in a live network



CT3600 scans input video for scene changes and recognised ads. Passes information to AdRush Drive

AdRush Drive presents real time information to user

User decides if start or end of break and presses trigger button (semi-autonomous mode)

Triggers timed to scene changes to ensure frame accuracy

AdRush Drive learns from user decision and builds timetable of ad breaks

When AdRush Drive has learned ads and likely break times it can generate triggers automatically (autonomous mode)

AdRush System allows user interface to be translated into any language

AdRush Drive in a live network

AdRush Drive GUI optimised for latest 27in touch screen monitors

Touch screen monitor allows break start and end trigger control at the touch of a finger

Large display allows maximum information to be provided to the user in real time

culloma

www.culloma.com